

**STAFF REPORT**  
**for**  
**NOVEMBER 4, 2021 HRC MEETING**

**Case #:** COA2021-089  
**Staff:** Michelle M. McCullough

**Applicant:** Truliant Federal Credit Union  
Chad Frye

**LOCATION**

District: N/A  
Street: 301 North Main Street, Winston-Salem  
Building: Wachovia Building  
Status: N/A  
Local Historic  
Landmark#: 116

**REQUEST(S)**

- Installation of signage

**APPLICABLE DESIGN REVIEW STANDARDS**

*Forsyth County Design Review Standards for Local Historic Landmarks* available at <https://www.cityofws.org/DocumentCenter/View/21035/Historic-Landmark-Standards-July-2021-PDF>.

**STAFF COMMENTS**

In 1998 the Wachovia Bank Company removed the iconic WACHOVIA sign from the top of the building. The Landmark designation was approved on May 17, 2004, after the WINSTON TOWER sign had been installed.

**STAFF FINDINGS**

Commission staff finds that the project is not incongruous with the character of the Landmark because:

- 1) The proposed TRULIANT signs will replace the existing WINSTON TOWER signs at the top of the building on the east and west facades. The new sign frames are made of extruded aluminum with architectural grade aluminum components and braces. The powder coat finish of the signs will mimic the WINSTON TOWER sign finish but be higher quality. The faces of the signs will be constructed of white Lexan translucent with 3M Diffuser Film and Dual-Color Film. The signs are 104'-6-3/8" wide and 10' high. The new signs are compatible with the commercial buildings downtown. (*Signage*, Landmark Standard 5)
- 2) The proposed signs are in locations that will not diminish or compromise the historic character of the landmark building. These proposed locations are within the original sign band of the building. The signs and locations are compatible with the landmark in regard to the height, scale, and shape. The mounting materials for the signs will not damage any building materials or obscure or conceal significant architectural features or details. (*Signage*, Landmark Standard 6)
- 3) The proposed signs will be affixed on the east and west elevations, centered on the façade. The size of the letters will be 10' high, similar to the size of the letters in the original WACHOVIA sign. The signage is limited in quantity to only two signs, minimizing its impact on the overall historic character of the landmark building. (*Signage*, Landmark Standard 4)
- 4) The proposed signs are removable. (*Signage*, Landmark Standard 7)

- 5) The proposed lighting for the signs will be internal, low voltage LEDs. Both the existing WINSTON TOWER sign and the original WACHOVIA sign were internally lit, which is appropriate for this type of Landmark building. (*Signage*, Landmark Standard 8 and *Exterior Lighting* Standards 4 and 6)

### **STAFF RECOMMENDATION**

Based on the preceding findings, staff recommends that the Commission approve COA2021-089 at the Wachovia Building, located at 301 North Main Street, Local Historic Landmark #116 (PIN 6835-26-6925.00), with the following conditions:

- 1) The applicant shall receive, prior to commencement of the work, all other required permits or permissions from governmental agencies;
- 2) Commission staff shall review and approve any revisions or deviations to any portion of the as-submitted work, that qualifies as a minor work, prior to commencement of that portion of the project; and,
- 3) The applicant shall submit the Certificate of Appropriateness Request for Certification of Completed Work form and photo documentation of the completed project to HRC staff within ten (10) days of its completion.